

WPS Insights

Sustainability is no longer a differentiator, it's the new baseline. This edition of WPS Insights highlights how industry leaders are pushing the boundaries of sustainable packaging through material innovation, strategic acquisitions, and circular economy models.

For CEOs, the key takeaway is clear: the race toward eco-friendly packaging isn't just about compliance, it's about market leadership. Whether it's adopting compostable closures, scaling recycled plastic solutions, or investing in high-performance films, the companies featured here are setting new standards. The question is how will you stay ahead?



Ahlstrom Launches LamiBak™ Flex for Flexible Packaging Applications

Sustainable, High-Performance Paper Solution for Flexible Packaging



Ahlstrom introduces LamiBak™ Flex, an eco-friendly, high-performance paper for flexible food packaging. It supports coating, metallization, and extrusion, reducing primer needs while maintaining high-barrier properties. Made from 100% responsibly sourced wood pulp, it is recyclable, PFAS-free, and offers a natural grease barrier.

Lessons

- Sustainable alternatives are in demand as brands shift away from plastic.
- Cost efficiency matters, and reducing coatings without sacrificing performance is key.
- Recyclability & certifications are essential for market adoption.

ACTIONABLES

- Adopt eco-friendly packaging to align with sustainability goals.
- Leverage high-barrier paper to cut costs on primers and coatings.
- Ensure compliance with global recyclability and compostability standards.

TIPA & Presto Launch Home Compostable Zippers for Europe & APAC

A Sustainable Breakthrough for Flexible Packaging Closures

TIPA and Presto Products Co. (Fresh-Lock®) have introduced home compostable zippers for flexible packaging in Europe and APAC, expanding their previously U.S.-launched solution. These closures are designed for dry food, nutraceuticals, vitamins, and apparel packaging.

By integrating Fresh-Lock® closure technology with TIPA's compostable formulations, the innovation ensures all elements of multi-material pouches are compostable, reducing plastic waste.





Lessons

- End-to-end composability is key, packaging must go beyond recyclable materials to fully biodegradable solutions.
- Sustainability drives global market expansion, with growing demand in Europe and APAC.
- Innovative closures matter, integrating compostable zippers improves the viability of eco-friendly pouches.

ACTIONABLES

- Adopt compostable closures to meet sustainability goals and consumer demand.
- Ensure compatibility with compostable films for seamless processing and reduced waste.
- Stay ahead of regulations by embracing fully biodegradable packaging components.



Mars & Berry Global Advance Sustainable Packaging with 100% Recycled Plastic Jars

A Milestone in Circular Economy & Plastic Waste Reduction

Mars, in collaboration with Berry Global, has transitioned its recyclable pantry jars to 100% recycled plastic, eliminating 1,300+ tonnes of virgin plastic annually—equivalent to the weight of 238 African elephants. This move supports Mars' circular economy strategy to reduce environmental impact.

The new jars, available in 60-ounce, 81-ounce, and 87-ounce sizes, are made from post-consumer resin (PCR), sourced from curbside plastic waste, ensuring waste is repurposed rather than landfilled. Mars and Berry Global have collaborated since 2017, leveraging Berry's material science expertise to integrate food-grade mechanically recycled plastic at scale. This effort contributes to Mars' initiative to redesign over 12,000 packaging components worldwide.

Lessons

- Circular economy strategies reduce environmental impact—100% recycled packaging eliminates virgin plastic reliance.
- Material science enables scalable sustainability solutions—mechanically recycled plastic can meet industry standards.
- Brands must adapt to growing regulatory & consumer demands. Waste reduction is now a business imperative.

ACTIONABLES

- Adopt post-consumer recycled materials to drive Sustainability and comply with global regulations.
- Invest in closed-loop recycling systems to ensure waste is repurposed efficiently.
- Redesign packaging for Sustainability by integrating advanced material science and reducing unnecessary plastic.

DoggyLove Goes Green: Paper-Based Packaging for Sustainable Pet Treats

Eco-Friendly Packaging That's Canine-Approved

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Lessons

- Sustainable packaging builds brand loyalty, eco-conscious consumers prefer recyclable options.
- Local sourcing strengthens supply chains. Faster deliveries improve operational efficiency.
- Material innovation enhances branding. Full-surface printing improves visibility and shelf appeal.

ACTIONABLES

- Switch to recyclable packaging to reduce environmental impact and attract eco-conscious buyers.
- Leverage full-surface printing for better marketing and brand differentiation.
- Ensure packaging flexibility with multiple shape and size options for diverse product lines.





TOPPAN Group Acquires 80% Stake in Italian BOPP Film Manufacturer Irplast

Strengthening Global Presence in
High-Performance Films

TOPPAN Speciality Films (TSF), India, has signed a definitive agreement to acquire 80% of Irplast S.p.A., a leading Italian manufacturer of high-performance BOPP films. Irplast specializes in biaxially oriented polypropylene (BOPP) films, utilizing simultaneous stretching technology to produce high-transparency, durable, and recyclable films. These films serve key industries, including food, personal care, and home care packaging.

Lessons

- Strategic acquisitions drive innovation and growth—expanding expertise in high-performance films strengthens global positioning.
- Advanced film technologies enhance Sustainability—Irplast's recyclable films support eco-friendly packaging solutions.
- Cross-border investments improve market reach. The acquisition expands TOPPAN's presence in Europe.

ACTIONABLES

- Advance R&D and Innovation – Enhance material science capabilities to develop high-performance, differentiated solutions.
- Drive Customer-Centric Solutions – Co-develop innovative packaging with key clients to meet evolving regulatory and Sustainability needs.



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